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1981 DAILY NEWSPAPER READERSHIP DEMOGRAPHIC TABLES

FOR TOTAL UNITED STATES

AND TOP 100 METROS

Simmons Market Research Bureau

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HOW TO READ THESE TABLES

The first table (total adults, by sex) can be read as follows:

The first column headed "Read Any Yesterday" shows the net audience of the daily newspaper on an average weekday. The top pair of figures in this column indicates that the average weekday audience is 107,944,000 people, and that this represents 68% of all adults in the United States.

The second column headed "Gross Imp/GRP's" takes into account those adults who read more than one daily newspaper on a given day. The top pair of figures in this column shows that on an average weekday the daily newspaper generates 128,128,000 gross impressions, which is equivalent to 80 gross rating points (or impressions per 100 people).

The third column headed "5-day Cume/Avg. Freq." is shown only for those tables which refer to total adults, not for demographics within sex. In the top pair of figures, 89% denotes the net percent of all United States adults reached over any five weekdays, and the figure 3.8 indicates that among those reading on one or more weekdays, the average number of days (out of five) on which the newspaper was read is 3.8.

The fourth, fifth and sixth columns are analogous, except that they refer to the one hundred largest Standard Metropolitan Statistical Areas.

The Appendix shows population bases for percentages and GRP's.

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(total adults, by sex)

	TOTAL UNITED STATES			TOP 100 METROS		
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	5-day Cume/ Avg. Freq.	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	5-day Cume/ Avg. Freq.
Total Adults	107,944	128,128	89%	65,342	79,957	90%
Percent	68%	80	3.8	69%	84	3.8
Males	51,702	62,662	89%	31,361	39,173	91%
Percent	69%	83	3.9	71%	88	3.9
Females	56,242	65,466	88%	33,981	40,784	89%
Percent	67%	78	3.8	67%	81	3.8

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(total adults, by age)

	TOTAL UNITED STATES			TOP 100 METROS		
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	5-day Cume/ Avg. Freq.	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	5-day Cume/ Avg. Freq.
18-24 years	16,758	19,517	87%	11,341	13,582	87%
	59%	68	3.4	61%	73	3.5
25-34 years	23,037	26,673	88%	14,075	16,796	87%
	63%	73	3.6	63%	75	3.6
35-44 years	18,134	21,524	91%	11,485	13,969	92%
	71%	84	3.9	72%	88	3.9
45-54 years	17,043	20,291	92%	10,524	12,990	93%
	75%	90	4.1	75%	93	4.1
55-64 years	16,164	19,841	91%	9,312	11,840	95%
	75%	92	4.1	79%	100	4.2
65 years or older	16,808	20,282	85%	8,605	10,780	89%
	69%	83	4.1	70%	88	4.0

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(males, by age)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)
18-24 years	8,747 63%	10,358 75	5,893 66%	7,241 81
25-34 years	11,211 63%	13,431 75	7,220 65%	8,834 79
35-44 years	8,626 69%	10,490 84	5,534 71%	6,963 89
45-54 years	8,257 75%	9,884 90	5,211 76%	6,466 94
55-64 years	7,630 77%	9,569 96	4,171 81%	5,306 103
65 years or older	7,232 73%	8,930 90	3,332 75%	4,363 98

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(females, by age)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)
18-24 years	8,011	9,159	5,448	6,341
	55%	63	56%	65
25-34 years	11,826	13,241	6,853	7,961
	63%	70	60%	70
35-44 years	9,509	11,035	5,952	7,007
	72%	83	74%	87
45-54 years	8,786	10,407	5,313	6,524
	75%	89	75%	92
55-64 years	8,534	10,272	5,141	6,533
	74%	89	77%	97
65 years or older	9,576	11,352	5,274	6,418
	67%	79	68%	82

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(total adults, by education)

	TOTAL UNITED STATES			TOP 100 METROS		
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	5-day Cume/ Avg. Freq.	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	5-day Cume/ Avg. Freq.
Some high school or less	27,511	31,234	80%	14,447	16,983	81%
	59%	67	3.7	58%	68	3.6
High school graduate	42,018	49,398	89%	25,056	30,300	93%
	69%	81	3.1	71%	86	3.8
One to three years college	18,983	23,390	91%	12,010	15,077	91%
	71%	88	3.9	71%	89	3.9
College graduate	19,432	24,106	97%	13,829	17,597	96%
	79%	98	4.1	78%	100	4.1

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(males, by education)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)
Some high school or less	13,183 60%	15,188 69	6,910 60%	8,250 71
High school graduate	17,870 68%	21,212 81	10,340 72%	12,710 88
One to three years college	9,486 72%	12,146 93	6,099 71%	7,825 92
College graduate	11,164 80%	14,116 101	8,012 81%	10,388 105

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(females, by education)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)
Some high school or less	14,328	16,046	7,537	8,733
	58%	65	56%	65
High school graduate	24,148	28,186	14,715	17,589
	69%	80	71%	84
One to three years college	9,498	11,244	5,911	7,252
	70%	83	70%	86
College graduate	8,268	9,990	5,818	7,210
	77%	93	75%	93

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(total adults, by household income)

	TOTAL UNITED STATES			TOP 100 METROS		
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	5-day Cume/ Avg. Freq.	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	5-day Cume/ Avg. Freq.
$35,000 & over	21,954	27,653	97%	15,867	20,440	98%
	79%	99	4.1	79%	102	4.1
$25,000-$34,999	23,283	27,598	94%	14,801	18,083	94%
	74%	88	4.0	75%	91	4.0
$20,000-$24,999	14,059	16,772	89%	8,409	10,381	90%
	71%	84	4.0	70%	87	3.9
$15,000-$19,999	13,127	15,228	89%	7,535	8,935	89%
	65%	76	3.7	68%	81	3.8
$10,000-$14,999	20,046	23,272	85%	10,259	12,170	86%
	64%	74	3.8	63%	74	3.7
Under $10,000	15,475	17,605	77%	8,471	9,948	79%
	54%	61	3.5	54%	63	3.4

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(males, by household income)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)
$35,000 & over	12,697	16,314	9,285	12,217
	81%	104	82%	108
$25,000-$34,999	11,933	14,331	7,421	9,160
	74%	88	74%	91
$20,000-$24,999	6,316	7,718	3,877	4,880
	68%	83	69%	86
$15,000-$19,999	6,216	7,260	3,495	4,144
	62%	73	69%	81
$10,000-$14,999	8,893	10,557	4,338	5,273
	63%	75	63%	77
Under $10,000	5,648	6,482	2,945	3,499
	56%	65	55%	65

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(females, by household income)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)
$35,000 & over	9,257	11,339	6,583	8,223
	75%	92	76%	95
$25,000-$34,999	11,350	13,268	7,380	8,923
	75%	88	75%	91
$20,000-$24,999	7,743	9,054	4,533	5,500
	73%	85	72%	87
$15,000-$19,999	6,912	7,967	4,040	4,792
	68%	78	68%	80
$10,000-$14,999	11,153	12,714	5,920	6,898
	65%	74	62%	73
Under $10,000	9,827	11,124	5,525	6,448
	52%	59	53%	62

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(total adults, by employment status)

	TOTAL UNITED STATES			TOP 100 METROS		
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	5-day Cume/ Avg. Freq.	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	5-day Cume/ Avg. Freq.
Employed	66,940	80,251	91%	41,584	51,354	91%
	69%	83	3.8	70%	87	3.8
Full time	58,345	70,141	91%	36,346	44,973	91%
	69%	83	3.8	70%	87	3.8
Part time	8,595	10,110	92%	5,238	6,381	91%
	70%	83	3.8	70%	85	3.8
Not Employed	41,004	47,877	85%	23,758	28,603	88%
	65%	76	3.8	67%	80	3.8

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(males, by employment status)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)
Employed	38,358	46,819	24,091	30,249
	69%	85	71%	89
Full time	35,977	43,894	22,521	28,241
	70%	85	71%	89
Part time	2,381	2,925	1,570	2,008
	68%	84	70%	89
Not Employed	13,345	15,843	7,270	8,924
	67%	80	70%	86

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(females, by employment status)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)
Employed	28,582	33,432	17,493	21,104
	69%	81	69%	83
Full time	22,368	26,247	13,825	16,731
	69%	81	69%	84
Part time	6,214	7,185	3,668	4,373
	71%	82	70%	83
Not employed	27,660	32,034	16,488	19,680
	64%	74	65%	78

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(total adults, by occupation)

	TOTAL UNITED STATES			TOP 100 METROS		
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	5-day Cume/ Avg. Freq.	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	5-day Cume/ Avg. Freq.
Professional, manager	22,449	27,950	95%	15,442	19,683	95%
	77%	95	4.0	77%	98	4.0
Clerical, sales	16,517	19,626	92%	10,612	12,935	93%
	70%	83	3.8	70%	85	3.8
Craftsman, foreman	8,480	10,009	88%	5,004	6,050	87%
	67%	79	3.8	66%	80	3.8
Other employed	19,494	22,666	87%	10,526	12,686	87%
	63%	73	3.6	64%	78	3.7

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(males, by occupation)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)
Professional, manager	14,038	17,789	9,763	12,634
	77%	98	79%	101
Clerical, sales	4,773	5,946	3,200	4,104
	71%	89	71%	91
Craftsman, foreman	7,910	9,378	4,658	5,678
	67%	79	66%	80
Other employed	11,637	13,706	6,470	7,833
	63%	74	65%	79

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS

(females, by occupation)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)
Professional, manager	8,411 76%	10,160 91	5,678 74%	7,048 92
Clerical, sales	11,743 69%	13,681 81	7,412 69%	8,832 82
Other employed*	8,428 64%	9,591 73	4,403 64%	5,225 76

*"Craftsman, foreman" combined with "other employed" because of small base.

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(total adults, by marital status)

	TOTAL UNITED STATES			TOP 100 METROS		
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	5-day Cume/ Avg. Freq.	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	5-day Cume/ Avg. Freq.
Single	20,288	24,071	91%	15,155	18,390	91%
	63%	75	3.5	66%	80	3.6
Married	70,680	84,028	89%	39,397	48,474	90%
	70%	84	4.0	71%	88	3.9
Widowed, divorced, separated	16,976	20,029	84%	10,790	13,093	87%
	63%	75	3.8	65%	79	3.7

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(males, by marital status)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)
Single	11,373	13,650	8,489	10,491
	64%	77	67%	83
Married	35,662	43,264	19,856	24,852
	71%	86	73%	91
Widowed, divorced, separated	4,668	5,748	3,016	3,825
	64%	79	68%	87

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(females, by marital status)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)
Single	8,916	10,420	6,665	7,899
	62%	73	64%	76
Married	35,019	40,765	19,542	23,617
	69%	81	70%	84
Widowed, divorced, separated	12,307	14,281	7,774	9,268
	63%	73	64%	76

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(total adults, by number of people in household)

	TOTAL UNITED STATES			TOP 100 METROS		
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	5-day Cume/ Avg. Freq.	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	5-day Cume/ Avg. Freq.
One-two	46,290	55,528	87%	26,466	32,382	89%
	67%	80	3.9	68%	83	3.8
Three-four	42,487	50,118	90%	26,434	32,555	90%
	68%	81	3.8	69%	85	3.8
Five or more	19,167	22,482	90%	12,442	15,020	92%
	68%	80	3.8	71%	85	3.8

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(males, by number of people in household)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)
One-two	21,771	26,650	12,457	15,433
	69%	85	72%	89
Three-four	20,312	24,562	12,726	16,163
	68%	82	69%	87
Five or more	9,620	11,450	6,178	7,577
	70%	83	73%	89

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(females, by number of people in household)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)
One-two	24,519 65%	28,878 77	14,010 65%	16,950 78
Three-four	22,176 69%	25,556 79	13,707 69%	16,392 82
Five or more	9,547 66%	11,032 77	6,264 68%	7,442 81

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(total adults, by race)

	TOTAL UNITED STATES			TOP 100 METROS		
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	5-day Cume/ Avg. Freq.	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	5-day Cume/ Avg. Freq.
White	95,234	113,337	89%	54,904	67,578	91%
	69%	82	3.9	70%	86	3.9
Black	10,727	12,428	86%	8,671	10,285	88%
	62%	72	3.6	65%	77	3.7
Other	1,983	2,363	86%	1,767	2,094	84%
	61%	72	3.5	60%	72	3.6

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(males, by race)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)
White	45,966	56,077	26,619	33,619
	70%	85	72%	90
Black	4,685	5,422	3,735	4,436
	62%	72	65%	77
Other	1,052	1,163	1,007	1,118
	70%	78	70%	78

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(females, by race)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)
White	49,269	57,259	28,285	33,959
	68%	79	68%	82
Black	6,042	7,007	4,936	5,850
	62%	72	65%	77
Other	931	1,200	760*	975*
	52%	68	51	66

*Projection relatively unstable because of small base--use with caution.

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(total adults, by census region)

	TOTAL UNITED STATES			TOP 100 METROS		
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	5-day Cume/ Avg. Freq.	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	5-day Cume/ Avg. Freq.
Northeast	27,205	34,450	96%	19,954	26,117	97%
	78%	98	4.0	79%	103	4.1
North Central	29,065	35,000	88%	18,250	22,477	89%
	71%	85	4.0	71%	87	4.0
South	32,917	37,021	85%	14,819	16,950	86%
	62%	69	3.6	61%	70	3.6
West	18,757	21,657	87%	12,319	14,413	87%
	63%	72	3.6	62%	73	3.6

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(males, by census region)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)
Northeast	12,620	16,621	9,316	12,733
	78%	103	80%	109
North Central	13,966	16,986	8,943	11,112
	72%	88	75%	93
South	15,625	17,975	6,825	8,005
	63%	72	61%	72
West	9,492	11,080	6,277	7,323
	65%	76	66%	77

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(females, by census region)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)
Northeast	14,585	17,828	10,637	13,384
	77%	94	78%	98
North Central	15,100	18,014	9,308	11,366
	70%	83	68%	83
South	17,293	19,046	7,994	8,944
	61%	67	62%	69
West	9,264	10,578	6,042	7,090
	60%	69	59%	69

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(total adults, by locality type)

	TOTAL UNITED STATES			TOP 100 METROS		
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	5-day Cume/ Avg. Freq.	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	5-day Cume/ Avg. Freq.
Metropolitan central city	33,088	39,537	90%	26,987	32,867	89%
	68%	81	3.8	67%	81	3.7
Suburban	48,360	58,228	91%	38,040	46,694	91%
	70%	85	3.8	71%	87	3.9
Non-metropolitan	26,496	30,363	82%	-	-	-
	63%	72	3.9			

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(males, by locality type)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)
Metropolitan central city	15,310 69%	18,737 85	12,430 67%	15,554 84
Suburban	23,472 72%	28,733 88	18,745 73%	23,382 91
Non-metropolitan	12,921 64%	15,192 75	-	-

DAILY NEWSPAPER READERSHIP DEMOGRAPHICS
(females, by locality type)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any Yesterday (in 000's)	Gross Imp/ GRP's (in 000's)
Metropolitan central city	17,779 67%	20,800 78	14,557 66%	17,313 79
Suburban	24,888 69%	29,495 81	19,295 68%	23,312 82
Non-metropolitan	13,575 63%	15,171 70	-	-

APPENDIX

Population Bases
(in 000's)

	Total United States			Top 100 Metros		
	Adults	Males	Females	Adults	Males	Females
Total Population	159,454	75,138	84,317	94,984	44,361	50,623
18-24 years	28,513	13,860	14,653	18,584	8,891	9,694
25-34 years	36,777	17,917	18,860	22,494	11,165	11,329
35-44 years	25,692	12,422	13,270	15,896	7,845	8,051
45-54 years	22,666	11,019	11,647	13,955	6,896	7,059
55-64 years	21,455	9,958	11,498	11,841	5,135	6,706
65 years & older	24,351	9,962	14,389	12,213	4,430	7,784
Some high school or less	46,767	21,914	24,852	25,081	11,544	13,537
High school graduate	61,272	26,181	35,091	35,278	14,407	20,871
One to three years college	26,715	13,123	13,592	17,001	8,539	8,462
College graduate	24,701	13,920	10,781	17,624	9,872	7,752
$35,000 & over	27,884	15,618	12,267	19,970	11,308	8,663
$25,000-$34,999	31,360	16,228	15,131	19,861	10,076	9,784
$20,000-$24,999	19,904	9,267	10,637	11,965	5,659	6,306
$15,000-$19,999	20,148	9,951	10,197	11,051	5,091	5,960
$10,000-$14,999	31,295	14,026	17,269	16,360	6,848	9,512
Under $10,000	28,863	10,047	18,816	15,777	5,380	10,398
Employed	96,549	55,251	41,299	59,267	33,984	25,283
Full time	84,299	51,751	32,548	51,768	31,730	20,038
Part time	12,250	3,499	8,751	7,499	2,254	5,245
Not employed	62,904	19,887	43,018	35,717	10,378	25,339

Population Bases
(in 000's)

	Total United States			Top 100 Metros		
	Adults	Males	Females	Adults	Males	Females
Professional, manager	29,306	18,175	11,131	20,110	12,461	7,649
Clerical, sales	23,681	6,709	16,972	15,230	4,501	10,729
Craftsman, foreman	12,622	11,798	(823)	7,585	7,091	(494)
Other employed	30,941	18,568	12,373	16,342	9,930	6,412
Single	32,060	17,746	14,314	23,028	12,599	10,429
Married	100,599	50,096	50,503	55,350	27,341	28,009
Separated, divorced, widowed	26,795	7,295	19,500	16,605	4,421	12,184
1-2 people in household	69,004	31,382	37,622	39,000	17,400	21,600
3-4 people	62,239	29,946	32,293	38,366	18,489	19,877
5 people or more	28,211	13,809	14,402	17,618	8,472	9,146
White	138,922	66,064	72,858	78,678	37,169	41,510
Black	17,258	7,573	9,685	13,379	5,754	7,625
Other	3,275	1,501	1,774	2,926	1,439	1,488
Northeast census region	35,080	16,186	18,893	25,307	11,647	13,659
North Central	41,107	19,379	21,728	25,744	11,999	13,745
South	53,352	24,993	28,359	24,098	11,152	12,946
West	29,916	14,579	15,337	19,835	9,562	10,273
Central City	48,640	22,140	26,500	40,475	18,446	22,029
Suburban	68,865	32,670	36,195	54,509	25,915	28,594
Non-metropolitan	41,950	20,328	21,622	-	-	-